

Design Thinking: For Business Growth

Workshop Description

Inspired by the excellent work done by Prof. Jeanne Liedtka from the University of Virginia, this workshop will take the participants on a journey of design thinking, beginning with

1. What Is?

Imaging Customer Experience Today
Identifying customer's pain points

2. What If?

- Generating ideas to delight customers experience
- Translating customer delight into business opportunities

3. What Wows?

Selecting & evaluating best customer experience ideas

4. And reaching the Desired Outcome of What Works?

This design thinking journey begins from a dream or a vision or organizational objectives, moving through the innovation process, and ending with a desired outcome. Putting on the "designer's hat", the participants will imagine a "beautiful day in the life of a future customer" or **imagining customer experience**.

Using the various Design Thinking techniques, tools, and templates, participants can apply them into their real life environment to make their innovations come true. Design thinking can be applied to Products Innovation, Service Innovation and Process Innovation.

Duration 3 days

Intended Audience

Minimum qualification: O level in English or equivalent.

This workshop is for all managers/ Supervisors/ Executives/ Professionals who want to innovate or find a better way to design their processes/ products/ services from the customers/ stakeholders' perspectives to create customer delight or distinctive service WOWs

Workshop Objectives

By the end of the workshop, participants will:

- Understand what design thinking is

- Understand the differences between design thinking and conventional problem solving
- Learn the design thinking process
- Learn the various tools, techniques and templates used in design thinking
- Apply these tools taught into real life environment and situations
- Uncover customers' **UNMET needs, UNARTICULATED needs and UNDREAMT needs**
- Achieve customer delights and business growth.

Workshop Content

Participants can look forward to learning the following techniques /tools:

- Framing the problem
- Creating Persona
- A Day in the Life of a Customer or
- Imagining Customer Experience
- Value Chain Analysis
- Translating Customer experience into business opportunities
- Divergent Thinking
- Ideas Selection
- Rapid Prototyping

Borrowing the lessons learnt from Orlando Disneyworld, we had implemented Design Thinking in the Hewlett Packard Service Center, resulting in their winning the "Best in Customer Satisfaction" award from ComputerWorld Magazine for 12 years running

Workshop Dates:

08-10 Feb; 08-10 Mar; 19-21 Apr 2023

Full Fee		S\$1200
Self-sponsored Singaporean ≤ 40yrs	Net Fee	\$600
Self-sponsored Singaporean ≥ 40yrs		\$360
SME sponsored Singaporean or PR		\$360
Non-SME Sponsored Singaporean ≤ 40yrs		\$600